

Figure 1

<u>20</u>	S1 Delta Period to Period Deliverable ASP ≥ 0	S2 Delta Period to Period Deliverable ASP < 0 & Flat Growing	S3 Delta Period to Period Deliverable ASP < 0 & Declining
C1 Delta Period to Period Component ASP ≥ 0	Solution Value-Driven Zone <u>22</u>	Component Value-Driven & Deliverable Price-Driven Zone	Component Value-Driven & Deliverable Share-Driven Zone
C2 Delta Period to Period Component ASP < 0 & Flat	Deliverable Value-Driven & Component Price-Driven Zone	Solution Price-Driven Zone <u>24</u>	Component Price-Driven & Deliverable Share-Driven Zone
C3 Delta Period to Period Component ASP < 0 & Declining	Deliverable Value-Driven & Component Share-Driven Zone	Deliverable Price-Driven & Component Share-Driven Zone	Solution Share-Driven Zone <u>26</u>

Figure 2

<u>20</u>	S1 Delta Period to Period Deliverable ASP ≥ 0	S2 Delta Period to Period Deliverable ASP < 0 & Flat	S3 Delta Period to Period Deliverable ASP < 0 & Declining
C3 Delta Period to Period Component ASP ≥ 0	Solution Value- Driven Zone Significant Value Proposition-Profit likely and Primarily Value Dependent <u>22</u>	Component Value-Driven & Deliverable Price- Driven Zone Component Value Proposition - Profit Possible	Component Value-Driven & Deliverable Share -Driven Zone Low Deliverable Value Proposition Profit Limited
C2 Delta Period to Period Component ASP < 0 & Flat	Deliverable Value-Driven & Component Price -Driven Zone Deliverable Value Proposition-Profit Possible	Solution Price- Driven Zone Value Proposition not Significant Profit Primarily Cost Dependent <u>24</u>	Component Price-Driven & Deliverable Share -Driven Zone No Deliverable Value Proposition -Profit Difficult
C1 Delta Period to Period Component ASP < 0 & Declining	Deliverable Value-Driven & Component Share-Driven Zone Low Component Value Proposition -Profit Limited	Deliverable Price-Driven & Component Share-Driven Zone No Component Value Proposition -Profit Difficult	Solution Share-Driven Zone No Value Proposition- Profit Unlikely <u>26</u>

Figure 3

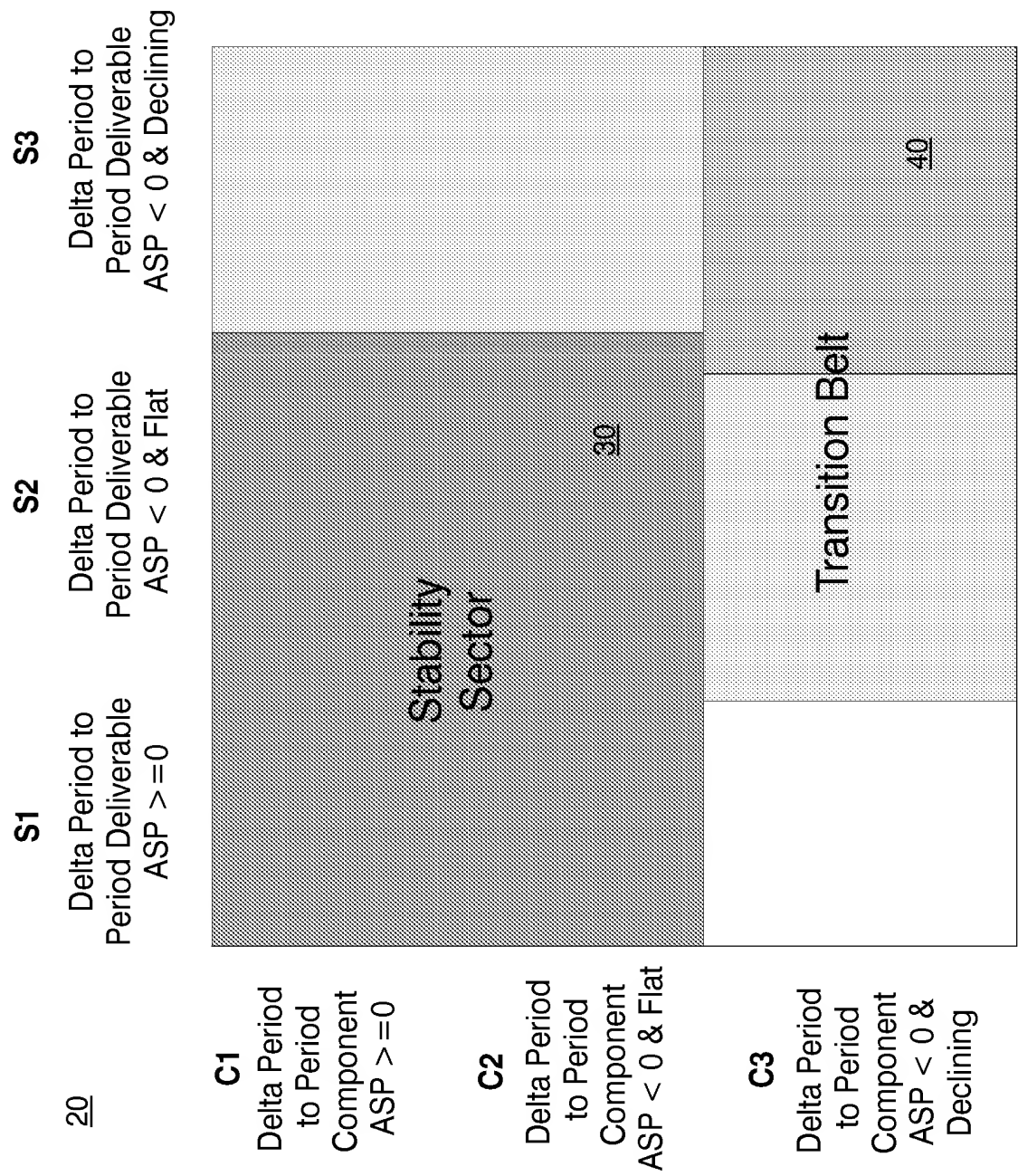


Figure 4

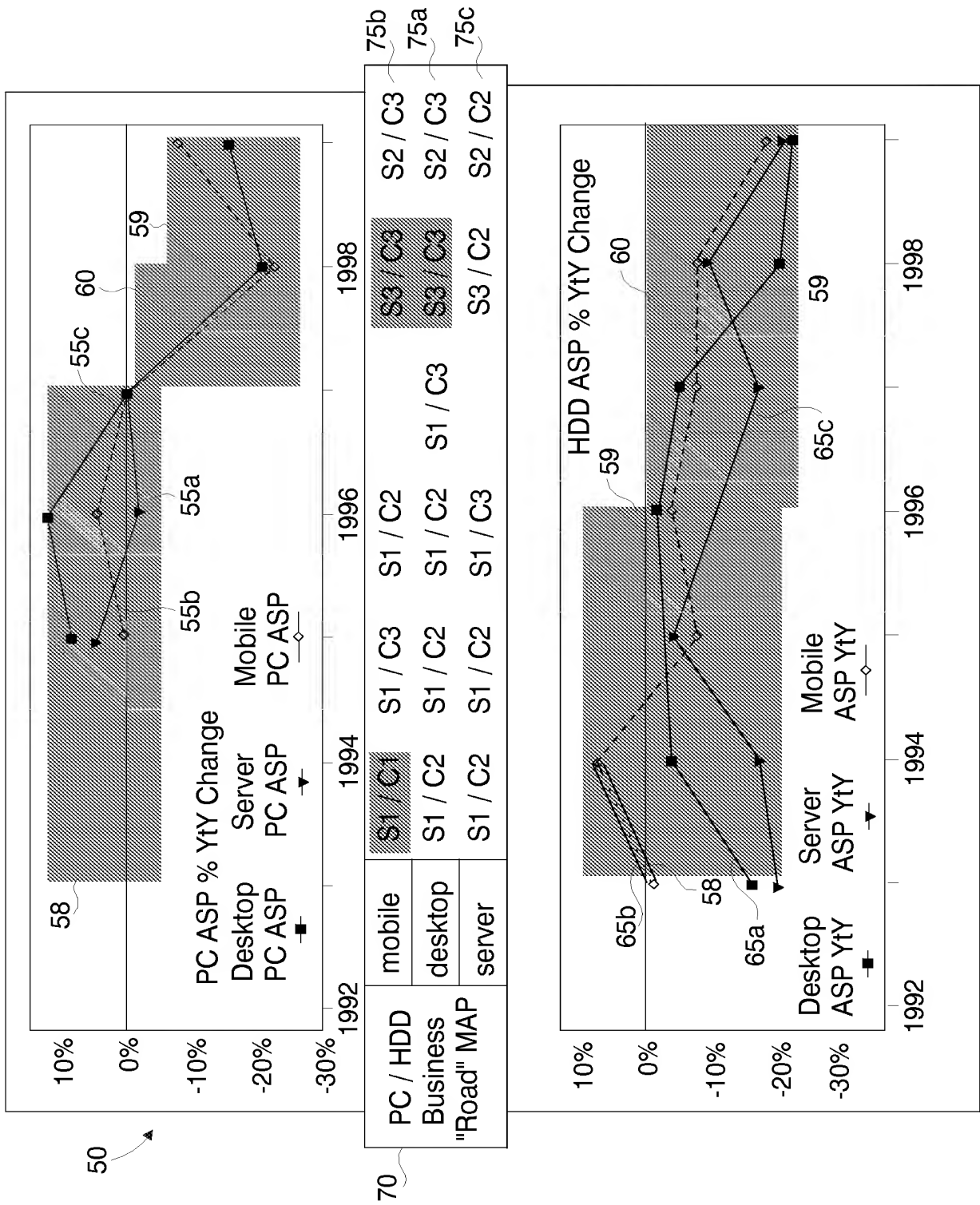


Figure 5

20a

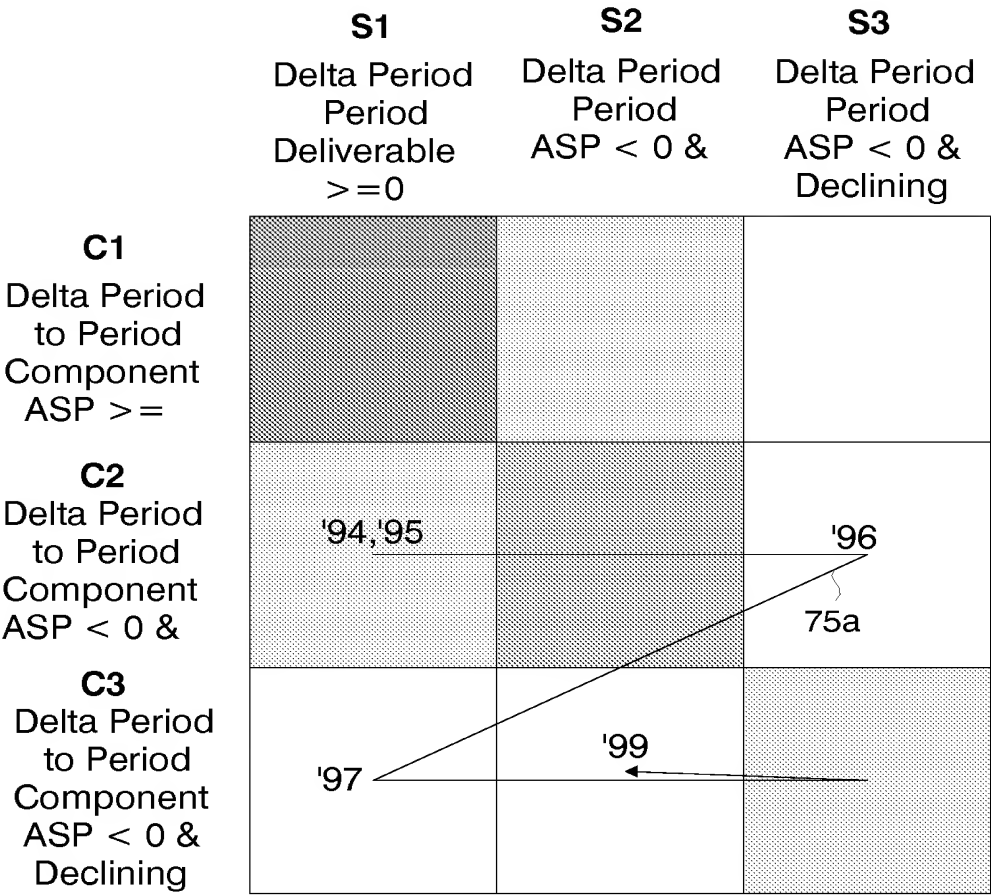


Figure 6(a)

20c

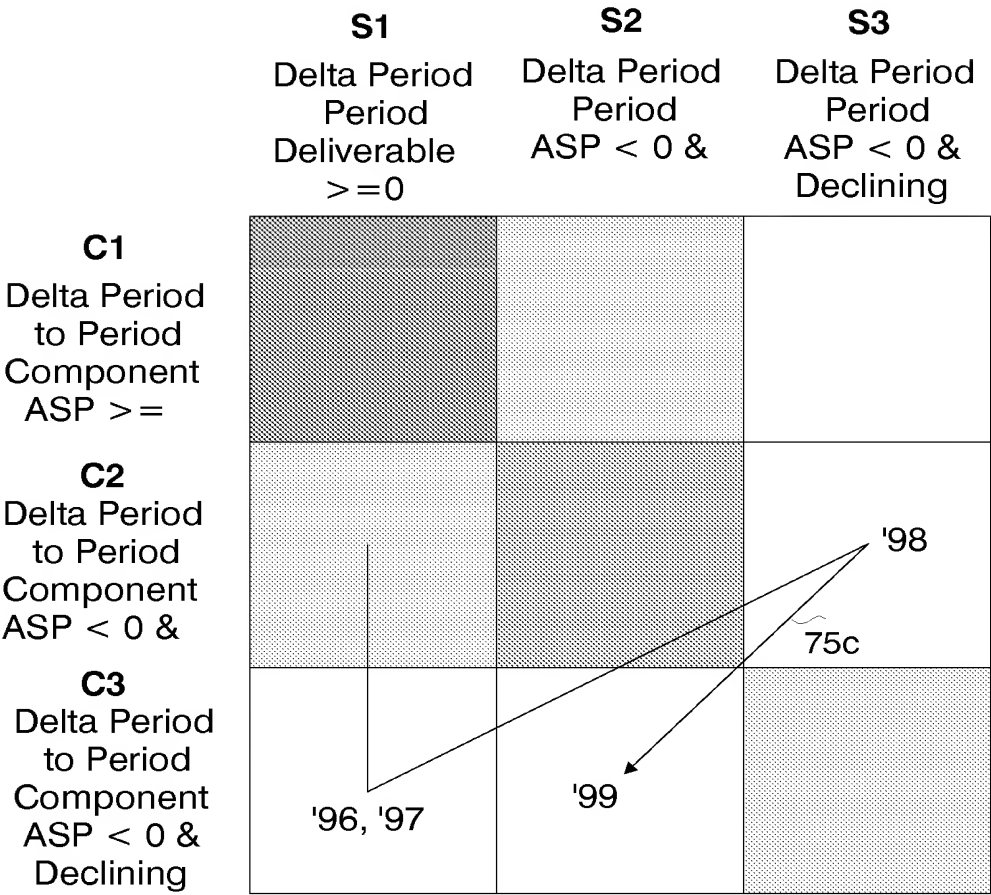


Figure 6(c)

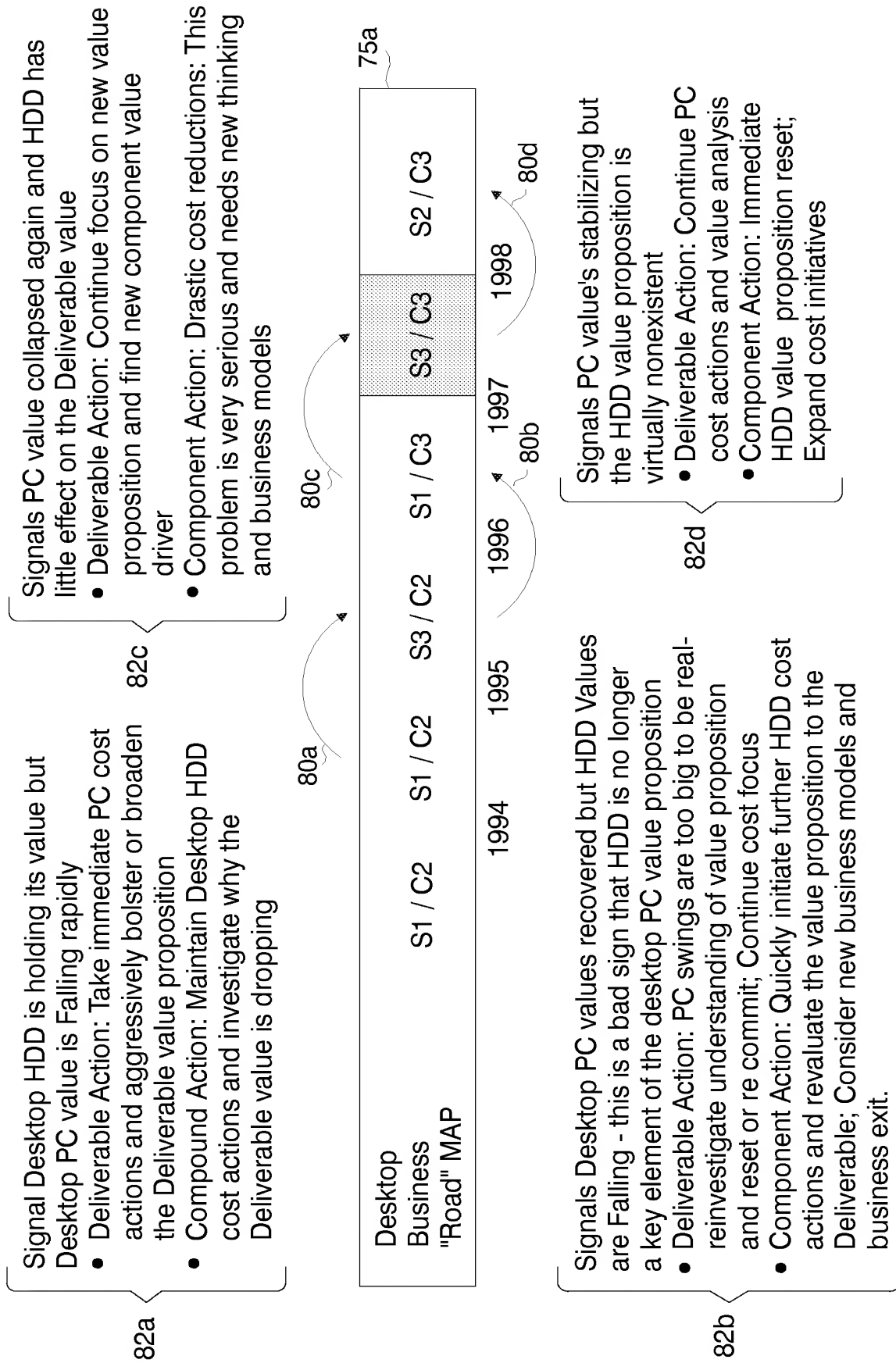


Figure 7(a)

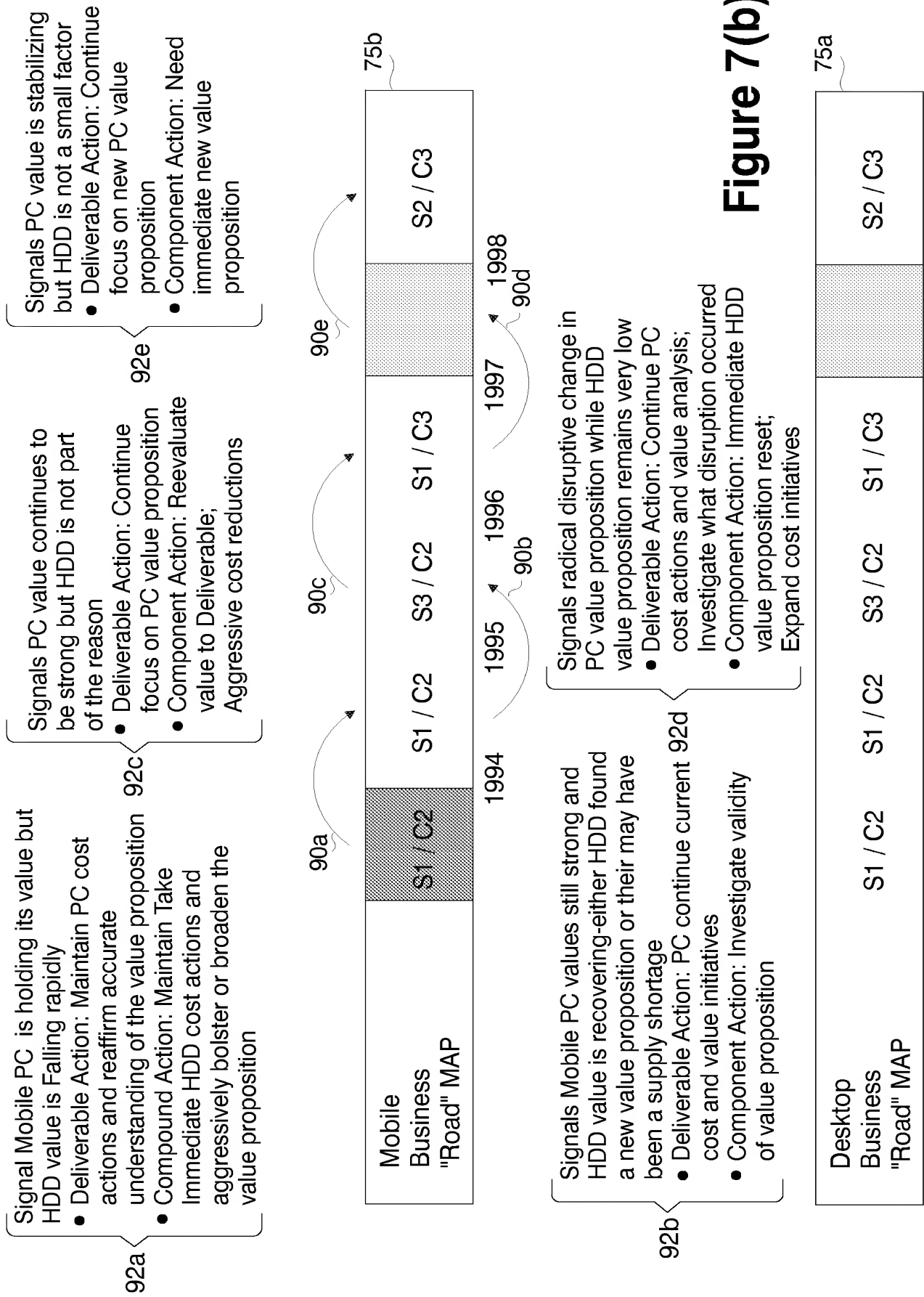
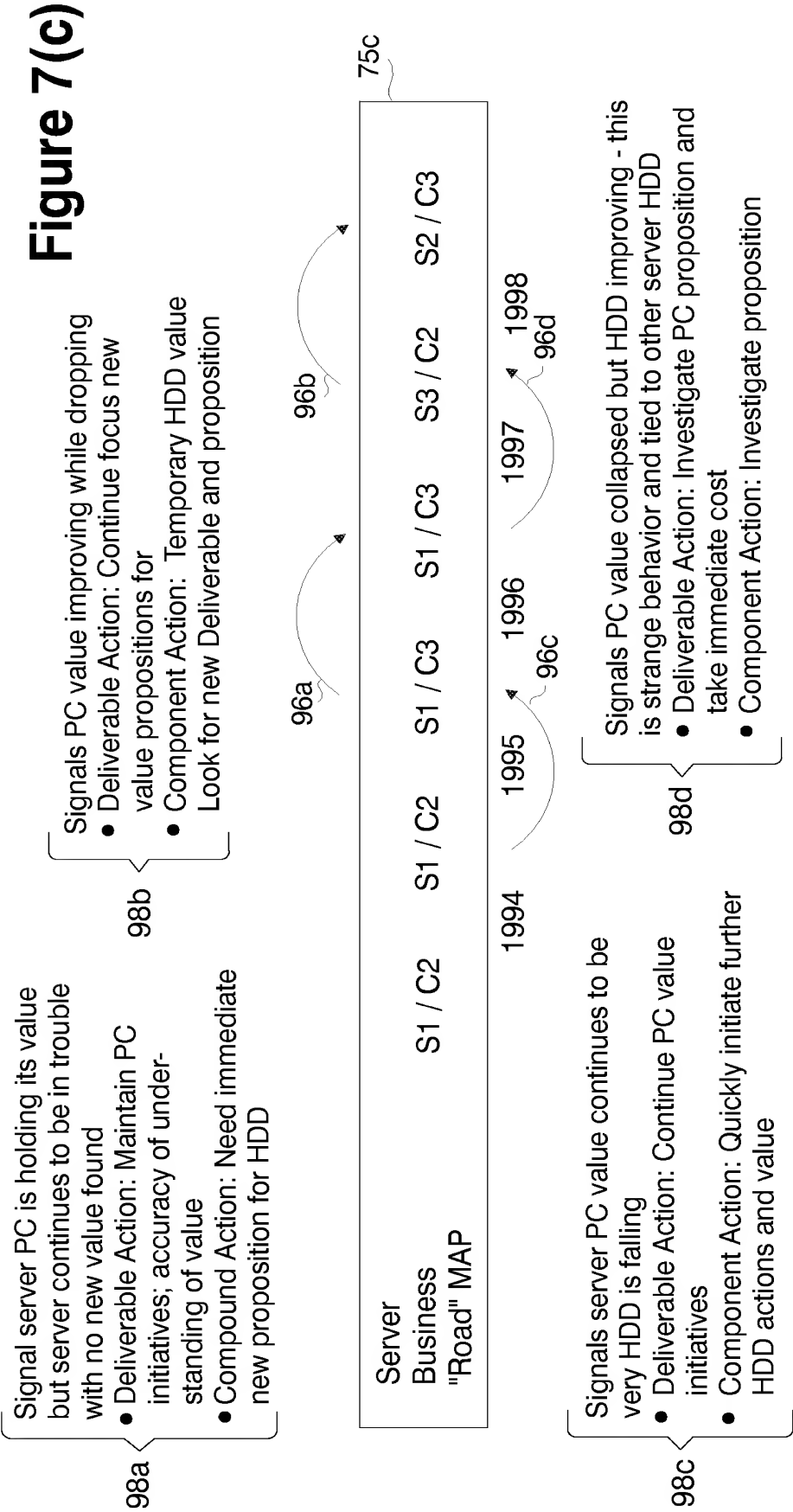


Figure 7(b)



Mobile Business "Road" MAP	S1 / C2	S1 / C2	S3 / C2	S1 / C3	75b
Desktop Business "Road" MAP	S1 / C2	S1 / C2	S3 / C2	S1 / C3	75a

Figure 8(a)

Figure 8(b)

Figure 8

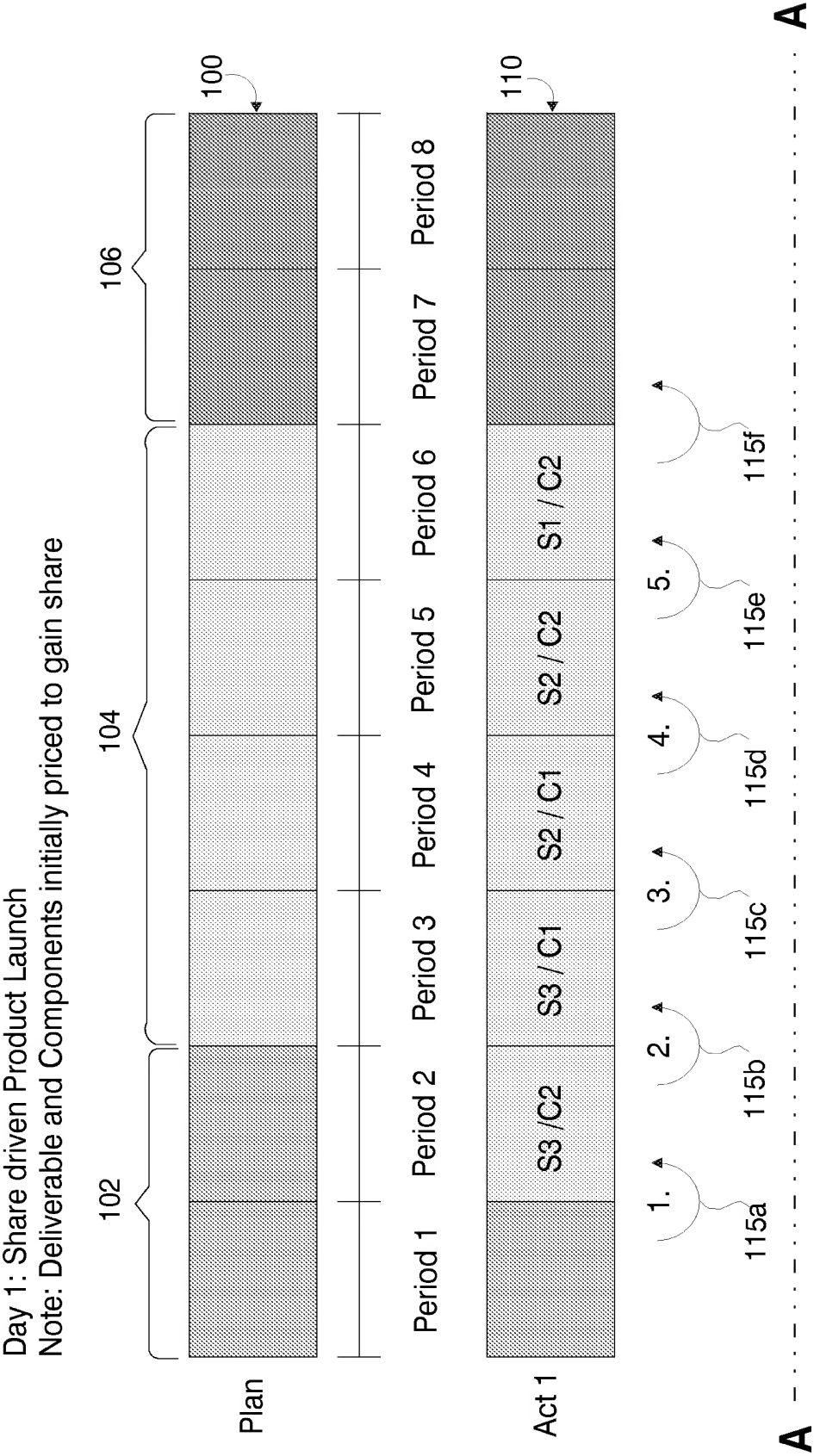


Figure 8(a)

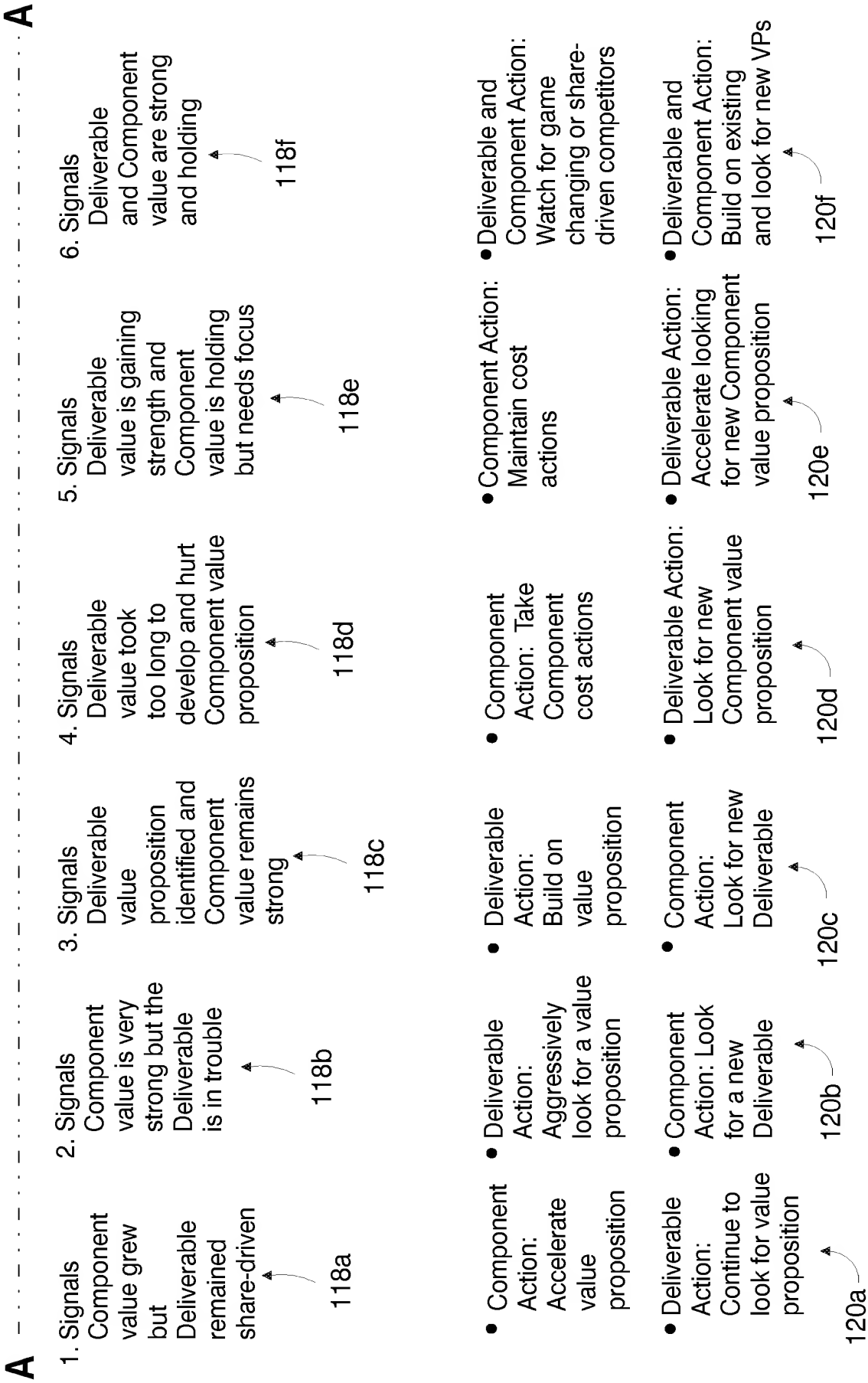


Figure 8(b)

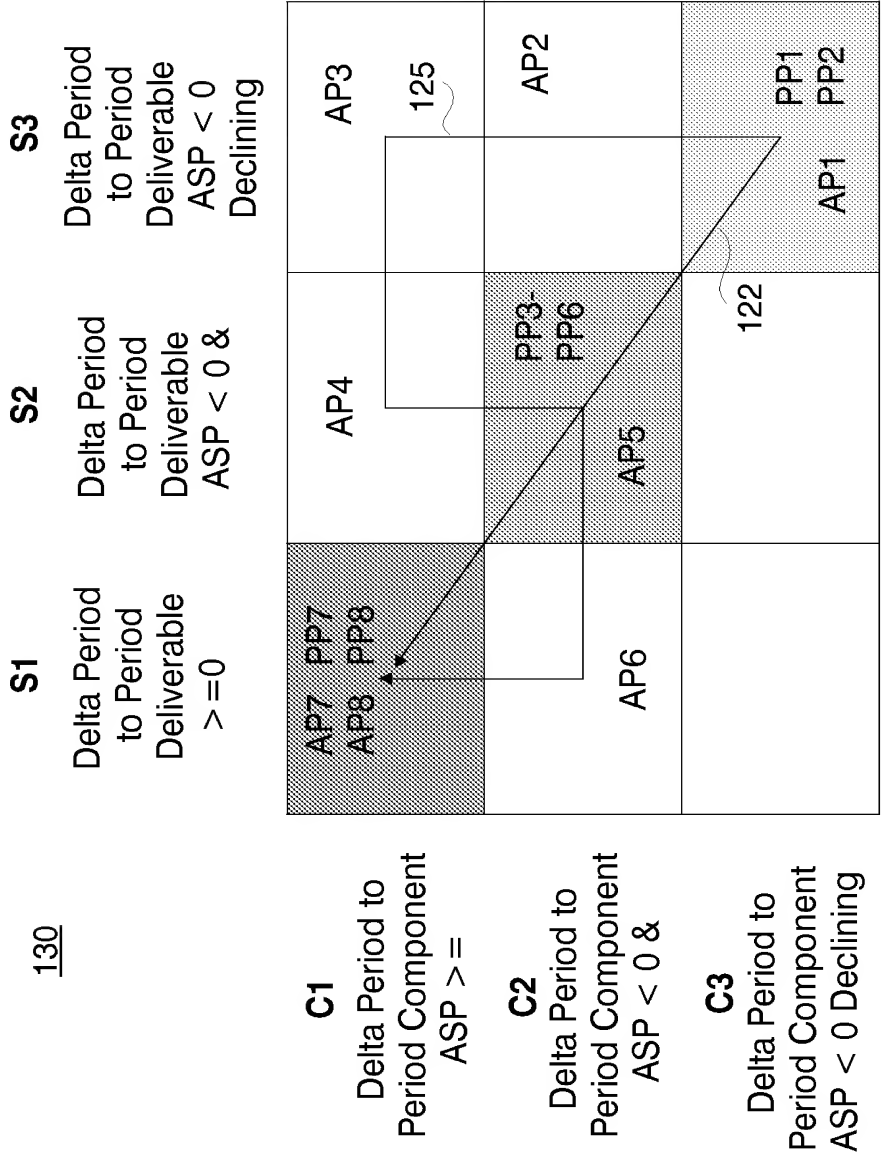
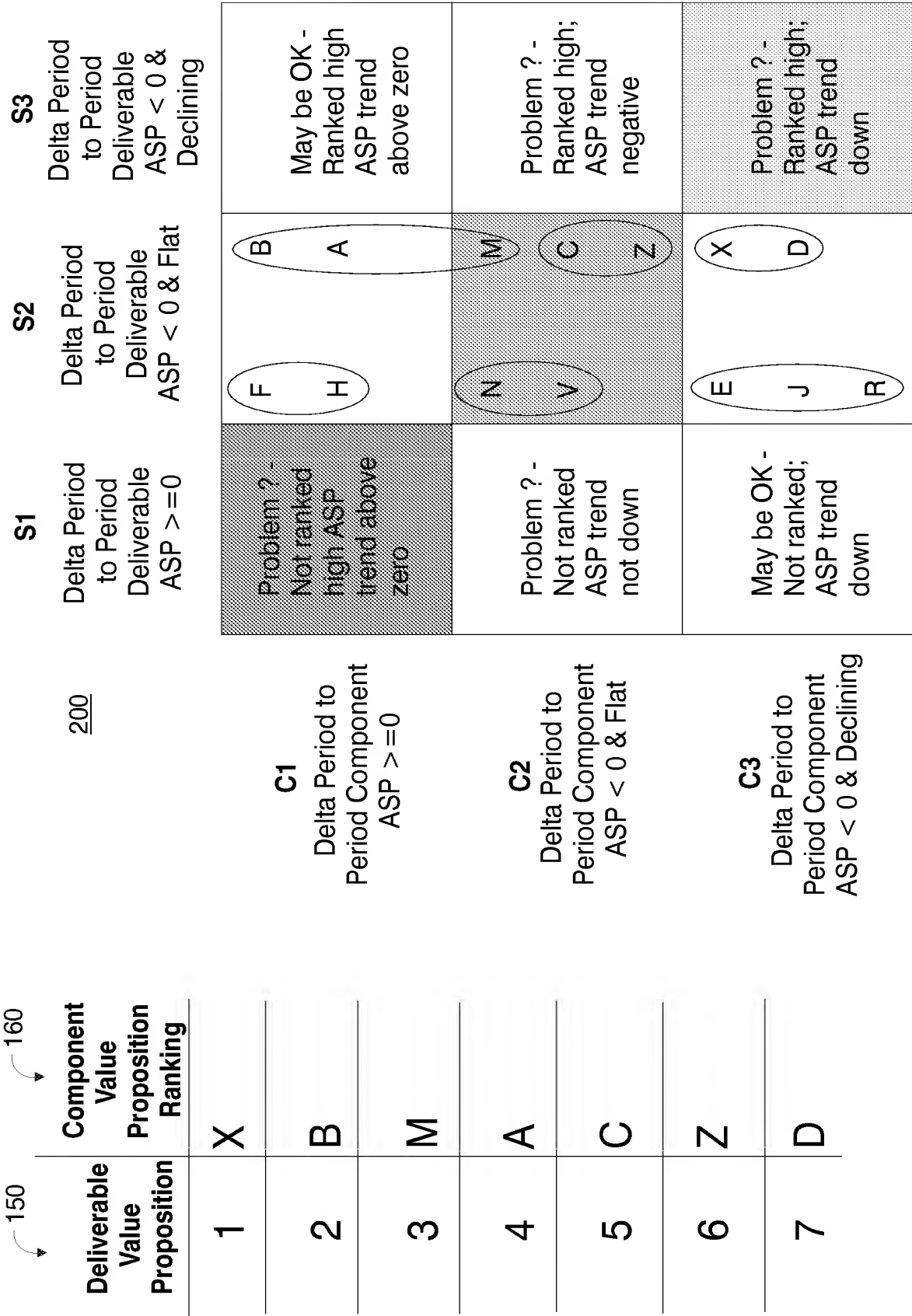


Figure 9



Identify a customer value proposition (ex. broadband to the home)
Analyze the Deliverable providers most likely to benefit and rank order them
Assess the component supplier's existing relationship or relationship potential
Assess participation outlook and create action plan to enhance value proposition / cost

Deliverable Ranking	Established Value Proposition	Competitive Supplies	Positioned to Deliver Future Value	No Relationship	Action Plan
Deliverable				×	
Deliverable		×			
Deliverable	×				
Deliverable Provider	×				
Deliverable			×		
Deliverable			×		
Deliverable				×	

Figure 11